



Minutes

OLD TOWN DEVELOPMENT BOARD

Rouss City Hall, 4th Floor Exhibit Hall Winchester, Virginia

November 6, 2014

5:30 PM

Attendees: Rick McClendon (Vice-Chair), Terry Bohan, David Cavallaro, Beau Correll, Scott Dawson, Susan Drew, Marilyn Finnemore, Cory Garman, Mark Lore, and Andrea Smith. **Downtown Manager:** Jennifer Bell. **City Manager:** Eden Freeman. **City Attorney:** Anthony Williams. (Notes taken by Sarah Acuff Chapman)

➤ **Call to Order – Vice-Chair McClendon**

- Introduction of new board member, David Cavallaro. General Manager at the George Washington Hotel since 2009.
- Vice-Chair McClendon stated he would entertain a motion to go into a Closed Session for tonight's agenda for the purpose of consulting with legal counsel. *The motion was made by Susan Drew, seconded by Scott Dawson, then unanimously approved 10/0.*

Upon returning, each member certified that only public business matters lawfully exempted from open meeting requirements of the Virginia Freedom of Information Act were discussed during the closed meeting, and only such public business matters as were identified in the motion by which the executive session convened were heard, discussed or presented in the meeting. *A roll call vote was taken, the ayes and nays being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
Terry Bohan	Aye
Marilyn Finnemore	Aye
Beau Correll	Aye
Scott Dawson	Aye
Susan Drew	Aye
David Cavallaro	Aye
Cory Garman	Aye
Mark Lore	Aye
Rick McClendon	Aye
Andrea Smith	Aye

- **Chair Elections.** Vice-Chair McClendon stated he would entertain a motion to validate the selection of Scott Dawson as OTDB chair. *The motion was made by Susan Drew to affirm the election at the last meeting for Scott Dawson until January. Seconded by Scott Dawson, then unanimously approved 10/0.*
- **Vice-Chair McClendon turned the meeting over to Chair Dawson.**
- Approval of Previous Meeting Minutes – unanimously approved 10/0.
- Expenditures Report – no questions.

➤ **December Retreat Topics**

- Will have a facilitator from Virginia Main Street. Priority setting, budget planning. Budget to promote Old Town as a whole. Promotions Committee is working on a marketing plan. Other topics? Vision Statement. Define what our goal and vision are as a board. What do we hope to achieve in the next year? Immediate goals, intermediate goals, and long term goals. Need to narrow down list. Still need a chair for Economic Restructuring.

➤ **Chair Updates**

- **2015 Meeting Schedule.** January meeting will be the 2nd Thursday, Jan. 8, in Council Chambers. All other meetings will be the 1st Thursday in the Exhibit Hall. Chair Dawson asked for a motion to approve the meeting schedule as in the board packet. *The motion was made by Andrea Smith, seconded by Rick McClendon, then unanimously approved 10/0.*
- **Budget Discussion of Parking Validation Coupon Expense.** Downtown Manager Bell explained the 2015 Budget Worksheet provided in the board packet. Extra costs and savings to date listed, including \$744 for printing the parking coupons.

➤ **City Council Updates – Eden**

- Working on revisions to the Special Events Policy. Added additional step to seek comment from major groups that plan events in the downtown area. Stakeholder group will be convened. Hope to bring information back to the board in December.
- Winchester Towers Public Open House. Towers not in the special assessment district, but does impact the overall experience of the downtown. Nov. 19 in the Exhibit Hall. Second open house on Dec. 3. Goal of process is to get public comments. Comments can be submitted online starting Nov. 20. Consultant from Strategic Advisory Group will be facilitating the open houses.

➤ **Committee/ Work Plan Updates**

- Design – Cory
 - No formal meeting.
 - Committee Chair Garman and Downtown Manager Bell conducted a walkthrough of the secondary district. Will submit information for the strategic planning meeting. Contacted all the façade grant applicants. All are on track. Some are completed. Great aesthetic improvements downtown.
- Promotions – Mark
 - Meeting focused on developing a management approach to the downtown that goes beyond events. Committee member Scott Spriggs with Shenandoah University is developing a plan that will look at promoting the downtown in a broader sense than the current event marketing.
 - Next Promotions Committee Meeting will be Nov. 19. Will be 30 minutes longer than usual. Will go through the event schedule for 2015 using 2014 as a base, but also leaving room to add in changes and substitutions. Invited members of the business community to join in discussion. Opportunity to affect the process before it gets into the budget cycle.
- Economic Restructuring – Scott
 - Committee Chair Dawson and Downtown Manager Bell met to discuss the future direction of the committee.
- Organization – Rick
 - Nothing to report.

➤ **Downtown Manager's Updates – Jennifer**

- Good attendance at Oktoberfest. 2500+ in the venue. More on the mall. Compliments on changes.
- Spooktacular successful. 700+ children, 1400+ adults.
- Holiday decorations will be going up mid-month. Tree before Thanksgiving, generously donated by Welltown UMC in memory of Jay Gregg, who donated last year's tree in memory of his late wife, and who passed away a few months later. Bell's Clothing Store is helping coordinate the volunteers. Will be lit at the December 1 parade.
- Emphasizing Plaid Friday shopping.
- 2500 Holiday Events postcards distributed
- Parking Elf program. Request board members to volunteer to sign-up for shifts. Encourage parking in the garages. Begins Dec. 1.

- 2015 Old Town brand calendars. Ask for volunteer(s) to distribute at the parade and Holly Jolly. Sticker on back with information to encourage people to download the Old Town App.
- Retreat location not finalized yet. Vice-Chair McClendon offered SU main campus location. Formal OTDB meeting will be at 2 p.m. Board supported holding event at SU. Will be held 10 – 3.
- Event information included in board packet. Additional information available electronically. Specific to each event and includes survey results. Hope to have close estimate final numbers at the retreat.

➤ **OTWBA – Chair Christine Patrick**

- Thanks to Police Chief and Officer Rounds for coming to OTWBA meeting and communicating with us directly. Repeated the message to call when incidents are happening.
- Businesses are preparing for the holidays. Plaid Friday and Shop Small Saturday promotions. Happy that there are no meters on Plaid Friday.
- Discussed upcoming events. Set dates for 1st and 2nd quarter of 2015. Restaurant Week set for the first week of March. Rally in the Alley scheduled for April 12 which is after Easter.
- She said there have been a few instances of the Visitor's Center on Pleasant Valley Rd. telling people that businesses are not open after 5 p.m. ever. Need to make sure the message is that Old Town is open. Going to talk to business to find out hours and promote more. Could the Old Town App be updated to have business's hours listed in the text box description?
 - David Cavallaro added that there is confusion at the GW Hotel also.
 - Andrea Smith requested a flyer or chart be made that is easy to read that can be given to the different visitor centers and hotels. Christine said she would be happy to do that. First step is to survey the businesses to get their hours correct.

➤ **Public Comments:** none

Motion to adjourn. Seconded. Unanimously approved 10/0.

Adjournment at 6:32 p.m. Next meeting – **Thursday, December 4 at 2 p.m.(following Retreat), Shenandoah University**